

**South Park Stakeholders Group – BOARD OF DIRECTORS Meeting  
Wednesday, February 25, 8:30 AM  
1100 S. Flower St. #3400, Los Angeles, CA 90015**

**Board Members:**

Robin Bieker, Bob Buente, Shelby Jordan, Terri Toennies, James Pugh, Mark Keller, Nate Nusbaum, Channing Henry, Michelle Heilpern, Ann Hickambottom\*, Richard Wu, Faye Washington, Sonnet Hui

**Staff/Contract:**

Jessica Lall, Priscilla Hsu, Josh Kreger, Laura Hill, Victor Gonzalez, Sergio Urena

**Guests:**

***Miguel Santana, Greg Schumann, Patti Berman, Virginia Wexman, Victor Moller, Brandy Thigpen, Jacky Jabourian, Doyle McDonald, Linda McMoly, Ellen Schwartz, RJ Chang, Karla Ramos, Christine Lee, Mimi Jamil, Andrew Bieker, Victor Moller***

**TOTAL Guests: 16**

<b><i>Item</i></b>	<b><i>Discussion</i></b>
Call to Order – Welcome & Introductions  <b><i>No Action Taken</i></b>	Called to order by Robin Bieker at 8:33 AM
Public Comment/ Announcements  <b><i>N/A</i></b>	N/A
Review and approve October 22, 2015 Minutes  <b><i>Bob Buente moves to accept the minutes, Jim Pugh seconds. All in favor. None opposed.</i></b>	N/A
Presentation: LA Convention Center Expansion, Miguel Santana, City CAO  <b><i>No Action Taken</i></b>	<b><i>Convention Center Expansion</i></b>  We pay \$15 million a year for the general service of the current Convention Center building. Our mortgage will be done in 2022. Because of that, there's a new opportunity that could set the tone for the rest of this area. The organic development that has occurred has

had to work around this enormous structure but we're a city that is on everyone's bucket list, and that includes the LA Convention Center. We recognize that this is an asset owned by the taxpayers.

The current traditional model proposed to have AEG run the Convention Center. AEG has been running the Convention Center in the black and has received strong evaluations from people who use it. Current redesign plans include demolishing the current building, but keeping the structure and adding a ballroom. The City would finance the redesign and hire architects and a firm to build it. The City would be accountable for the time frame, for any cost over runs which means the City will be credited for anything that goes wrong and will get credited for anything that goes right. The current organization around it would remain. This is the traditional convention center model.

Another proposed model brings in investors to invest in the remodel, finance, and design-build. We want to expand it out for as much private development as possible. Decisions of maintenance for the convention center are part of the same discussion of budgeting for the convention center. We want it to be maintained at a high standard from day one. We, the City, still have the responsibility of operating it but they, the investors, have the ability to develop it—including housing, programming in public spaces—really allowing the private sector to use their imagination and their know-how to come to us with the best possible proposal. Then we can decide who we want to engage with.

This model has been proven around the world. In the United States, convention centers are funded the way they are because we have municipal bonds.

Part of our requirement for any private money that comes in is that they work with the community, particularly this BID, to make sure that the amenities they put in are responsive to our needs as Angelenos. It should fit our needs, not just the needs of visitors.

The assessment of the convention center was estimated at \$470 million. We are skeptical of that estimate so we are going to have a third party reassess the convention center. It is also important to have a realistic number for Los Angeles City credit purposes.

The proposed model would be less than what they have to pay under the traditional model, without having to add it to their debt portfolio.

We recommend that design work for the traditional model continue

	<p>but we want to talk to investors so that in 6 months they can come back with one final decision.</p> <p>---</p> <p><b>Homelessness Strategy Report</b></p> <p>The City has done something pretty unprecedented. We have proposed to begin offering housing where the only prerequisite is to move into housing.</p> <p>The city spends \$100 million managing homelessness but not ending it. We just leaf blow people from neighborhood to neighborhood. That has been a failed strategy. We're proposing moving people into housing initially through vouchers, using an intensive case management system; all the experience shows that once you move people into housing, they're most likely to get drug and alcohol treatment, mental health treatment, healthcare. They are less likely to go into jail, the emergency room, or mental health institutions. It's amazing what happens when you move someone inside. Because when you're outside your number one instinct is to survive. Getting sober is an issue that is distant.</p> <p>There really only are a handful of people who choose to be service resistant. Part of our challenge—and why the advocates have been so successful in preventing Los Angeles from cleaning up our streets—is because we don't have an alternative. Up until recently we didn't have a homeless strategy.</p> <p>---</p> <p><b>Terri Toennies:</b> From the convention center expansion standpoint, would the private company lease the building? And they decide who operates the facility?</p> <p><b>Miguel Santana:</b> Yes. If you've followed our work with the stadium, it was the same model. The revenue sources will cover the cost of the debt service. AEG agreed to tax themselves on LA LIVE to cover the remaining debt service and issued a guarantee that if any of the services of revenue fell short of the debt service, they would pay the difference. At the end of the day, the stadium would be handed to the City and is not harmed when relating to the debt service.</p>
Presentation: DLANC	For the last couple of years, I've been the President of the Downtown

<p>Elections, Patti Berman, DLANC President</p> <p><b>No Action Taken</b></p>	<p>Los Angeles Neighborhood Council. We are an auxiliary council to the City Council, to inform them of the needs of Downtown Los Angeles. We've rearranged our seating completely for this year, proportionate to the demographics of downtown.</p> <p>We are looking for solid candidates in the downtown area. Register to vote and then vote. This year we are now offering electronic voting. Go to <a href="http://empowerla.com">empowerla.com</a> on click on all the links.</p> <p>Three weeks before election date, voting will be open in April. If you've registered to vote, go in, put in an email and password when you registered to vote, and vote. You don't have to go to the polls. We are really hoping this makes a big difference for the City because we want to show them an amazing turnout—we want to triple the number of people who vote—based on the last election.</p> <p>All you need to do is prove your stakeholdership or residency of Downtown. So for example, if you own property, add your EIN and such. Just to reiterate, my 3 main points today are:</p> <ol style="list-style-type: none"> <li>1- Let's build a strong turnout. People who are building captains—please turn your building out to vote. Get out the word that we're doing something brand new with electronic voting! If it works, the City will be looking at it very seriously – we might just be able to turn the City back into a City that represents itself at the polls.</li> <li>2- We need solid candidates from the South Park area. Candidates should expect to contribute 15-20 hours a week.</li> <li>3- Prove to the DLANC Board that South Park cares.</li> </ol> <p>I can't voice your opinions to City Hall—whether it's what they're doing well or terribly—unless you are active in our neighborhood council.</p>
<p>Secretary-Treasurer Update (Bob)</p> <p><b>No Action Taken</b></p>	<p>a. December 2015 and January 2016 Report</p> <p>There was no income in January for the South Park Stakeholders Group, however, expense lines in South Park II and South Park Stakeholders Group are below budget. There will be more information at the next board meeting.</p>

<p>Consent Agenda – Recommended action for approval</p> <p><b>Bob Buente moves to accept the consent agendas as prepared. Daniel Taban seconds. All in favor. None opposed.</b></p>	<ul style="list-style-type: none"> <li>a. Approval of the My Figueroa Concept Design</li> <li>b. Approval of The Spot @ Hope St concept design and allocation of funding of up to \$100K in non assessment revenue, pending Traffic Management Plan</li> </ul>
<p>Committee Reports</p> <p><b>Faye Washington moves to accept the approval of MOU with Mark Urban re: park maintenance. Sonnet Hui seconds. All in favor. None opposed.</b></p>	<p><b>SOBO, Buente</b></p> <ul style="list-style-type: none"> <li>a. <i>Approval of MOU with Mack Urban re: park maintenance</i></li> </ul> <p>We have been meeting with Paul Keller on presenting their plans to potentially maintain the Park when it is built. It is just a draft—nothing has been finalized between Mack Urban and the City but it opens up additional opportunities for Mack Urban. The MOU is included in your Board Packet.</p> <ul style="list-style-type: none"> <li>b. <i>Update on “The Spot” @ Hope St</i></li> </ul> <p>Currently working on securing the permit. We originally thought we could secure it through a special events permit but because this has never been done before, we need to go through an unpioneered route. We will be measuring the data points before, after and during the project. Just a reminder this is strictly a pilot.</p> <p><b>Victor Moller:</b> What are the dates?</p> <p><b>Jessica Lall:</b> April 4 – May 31, 2016 is the pilot program.</p> <p><b>Victor Moller:</b> So will the cement pour for Oceanwide be done by then?</p> <p><b>Jessica Lall:</b> I can't speak for them but the LADOT traffic plan should create a functional design without having to bring out traffic officers.</p> <ul style="list-style-type: none"> <li>c. <i>Update on District Tree Trimming</i></li> </ul> <p>A good relationship with CD14 means they are offering to trim 100 trees fro free.</p> <p><b>Faye Washington:</b> Is there any more room for 2?</p> <p><b>Jessica Lall:</b> Talk to Josh after.</p>

*d. Update on MyFig/South Park Walkability*

There are some really exciting ideas about changing the name of the Pico Metro Station to South Park or Chick Hearn, etc. If you're interested in that project, come to SOBO. The overall MyFig project has yet to select their contractor so we can't move forward until they do but once that's done in May we'll be able to hit the ground running.

**Jim Pugh:** When does our list go to Metro?

**Jessica Lall:** It goes to them tomorrow.

**RJ Chang:** Is the Metro Pico Station still going to be remodeled?

**Jessica Lall:** Unless we can prove there's a capacity issue, it won't be because it would require some infrastructure changes. Our issue is mostly cosmetic, not functional.

**DISI, Toennies**

The last DISI meeting had a very small showing from Board members. There were more non-Board members than Board members so please mark your calendars for the next one on March 9.

*a. Public Art Strategic Plan update*

*1. Construction Fences*

The construction art fence at Daniel Taban's site used to be tagged daily. Since the art fences went up, it has only been tagged 7 times in 2 months. We're going to calculate the cost savings for developer.

**Rich Wu:** I drove by on Monday, I couldn't tell if or where it had been tagged. It looked pristine.

**Channing Henry:** We'll be starting construction at our site soon, so I just want to understand the implications. A fence is \$10,000?

**Jessica Lall:** Depends on the size of the site but talk to Carmen about it.

*2. New Murals*

We have two new murals. One covers up the old double gun mural in South Park II. One is a new one at HNYPT.

	<p>3. Upcoming art classes &amp; art talks</p> <p>Art talks have paused because the Hotel Figueroa is under construction but we will be resuming at PYO gallery. Art classes are continuing but we are trying to find a permanent sponsor, as our role is more of a facilitator, not sponsor.</p> <p><b>South Park II, Washington</b></p> <p><i>a. Update on schedule of services, stats to date</i></p> <p><b>Sergio Urena:</b> It's amazing how many different things people will tag. We've had some difficulties. Bear with us as we make it work but hopefully you're noticing a difference.</p> <p><b>Faye Washington:</b> We've noticed a HUGE difference as long-time residents of South Park II. Thank you.</p>
<p>Executive Director Update</p> <p><b>No Action Taken</b></p>	<p><i>a. New Office Coordinator Hire</i></p> <p>We're working on hiring someone new to assist Laura and Priscilla with logistics. If you have any referrals, please send them our way.</p> <p><i>b. New Business Update (Josh Kreger)</i></p> <p>Quick update on retail tours: priorities for the District have been a grocery store in the central residential area of the neighborhood, major pharmacy, quick-serve, casual healthy restaurant options. On the grocery store front, every major grocery chain that isn't already downtown has committed to doing a tour with me. Thank you, Nate, for setting me up with some contacts. Have been working with some Mack Urban staff to connect with retail staff, same with Onyx brokers as well.</p> <p><b>Jessica Lall:</b> In the three years that I've been here, I haven't seen so much traction. Part of it is the hard work of calling people and following up with people but it's also the creativity of repurposing data for tours.</p> <p><i>c. Homeless Update (Laura Hill)</i></p> <p>There are many ways to get involved, please ping me if you would like to do that.</p> <p><i>Addition: We are moving forward with pilot alley activation</i></p>

	Will be on the agenda for the next SOBO meeting
New Business Items  <b>No Action Taken</b>	<b>Paul Keller:</b> Will there be a parklet #2?  <b>Jessica Lall:</b> We'll think about it.
Updates  <b>No Action Taken</b>	<ol style="list-style-type: none"> <li>1. Red Mango Green Carpet, March 16, 7-9pm</li> <li>2. CCA Presentation on The Spot @ Hope St, March 23, 8-9:30a</li> <li>3. DISI Meeting, March 9, 9am</li> <li>4. SOBO Meeting, April 6, 9:30am</li> <li>5. SPII Meeting, April 13, 9am</li> <li><b>6. Next Board meeting, April 28, 2016, 8:30 AM</b></li> </ol>
Meeting adjournment  <b>Robin Bieker makes the motion to adjourn the meeting. Faye Washington seconds the motion.</b>	Meeting is adjourned at: 10:03 AM Minutes recorded by: Priscilla Hsu

#### NEXT STEPS:

- Jessica Lall will send out Miguel Santana's presentations to the Board.
- Patti Berman will send Jessica election materials for distribution.

#### Priscilla:

Send [Greg@elevation29.com](mailto:Greg@elevation29.com) a copy of board packet.

Send [Christine@theserhantteamla.com](mailto:Christine@theserhantteamla.com) - send contact info for Miguel Santana and Patti Berman.